

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of November 27, 2009 the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to clarify that the cartridge has a housing and the roller mounted to the compartment of the support structure contacts the rolled print media in the housing of the cartridge through an opening in the housing of the cartridge. Support for these amendments can be found at page 13, line 17-page 14, lines 30 of the present specification; and

dependent claims 2, 4, 5, 9-13, 24 and 25 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding 35 USC 103(a) Rejections and Response to Arguments

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 2, 4, 5, 9-13, 24 and 25 dependent therefrom, is not taught or suggested by any one or more of Silverbrook '854, '555 and '908 in view of Koike, because one of ordinary skill in the art understands that element "1108" Silverbrook '854 cannot correspond to both the "housing" of the cartridge and the "support structure" of the system recited in the claimed invention, and none of the other cited references provide any disclosure which makes up for this deficiency in Silverbrook '854.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,



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